

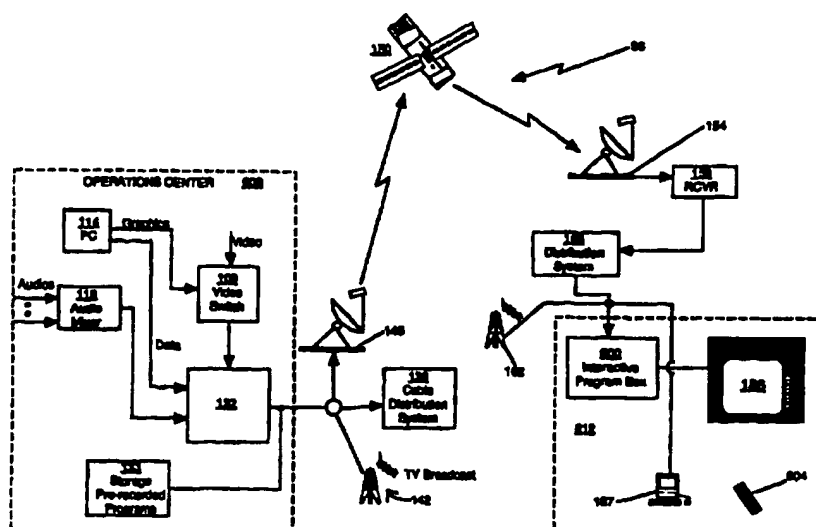
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(54) Title: SIMULCAST OF INTERACTIVE SIGNALS WITH A CONVENTIONAL VIDEO SIGNAL



(57) Abstract

A system for simulcasting a fully interactive program with a normal conventional program in the same standard video signal bandwidth. It allows active participation by subscribers who have interactive components (600) connected to a television (186) or personal computer display (187), as well as normal viewing of the conventional program by viewers with conventional television sets (186). An important feature is that interactivity is offered as an option, without any degradation or interruption in program content to users who do not have the interactive components (600). Interactivity is personalized through the use of alternative audio responses and/or graphic displays that can be provided as part of the transmitted video signal bandwidth. The interactive elements are presented to the subscriber either immediately after subscriber entry and/or later at transparent "trigger points" (900). At trigger points (900), program content is subtly altered to present specialized attention to each interactive subscriber.